DANIELLA ALANNA KISZA

Senior Product Leader

Workflow Products | Operational Systems | Applied AI

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Senior product leader and 0 to 1 builder with 13 years building workflow products and operational systems across B2B, B2C, and B2B2C. Turns fragmented tools, manual coordination, and complex stakeholder needs into scalable products that improve visibility, reduce effort, and support growth. Experience spans enterprise modernization, new products, and applied AI, connecting people, data, and automation.

EXPERIENCE

Dec 2024 – Present

Independent product venture

JobFrame (getjobframe.com)

Founder & Product Lead, AI Workflow Systems

Building a decision and workflow product that helps professionals translate complex opportunities into evidence-backed positioning and high-quality deliverables.

- Designed and built a Chrome extension that connects job analysis, career evidence, positioning, and application materials in a guided workflow with user review and control.
- Defined how verified evidence, role requirements, and saved decisions flow through strategy, generation, and validation; added scoring, provenance, and review controls that keep outputs traceable and revisable.
- Used live workflows and regression tests to turn failures in extraction, retrieval, claim accuracy, and output quality into product and UX improvements.

Sep 2023 – Oct 2024

New York, NY

Follett Higher Education (Willo Labs)

Senior Product Manager

Led product and workflow modernization across North America, including projects in Canada, within a 5,000-person enterprise serving 1,000+ institutions.

- Built a course-material delivery and reconciliation platform unifying adoption, pricing, LMS/SIS, publisher, delivery, and analytics workflows across an ecosystem serving 1,000+ institutions and 15+ internal teams.
- Led discovery across operations, finance, support, legal, engineering, publishers, and campus teams; defined the MVP and phased roadmap, aligned data contracts, and drove rollout through onboarding and feedback loops.
- Reduced manual reconciliation by approximately 95%, moved delivery visibility from multi-week cycles to real-time visibility, and reduced error rates from roughly 30% to under 5%, contributing to $5M+ in revenue opportunities and $3M+ in annual savings.
- Took a validated digital course-material rollout platform prototype through discovery, productization, and production launch across 10+ institutions, reducing manual coordination by 60% and implementation timelines by 40%.

Nov 2022 – Oct 2023

Green School

Product Owner - Independent Product Work

Reanalyzed Green School launch data and market demand; explored generative AI to deepen the introductory course, build out additional skill tracks, and prepare it for republication on other learning platforms.

Oct 2020 – Nov 2022

New York, NY

Podium Education

Senior Product Manager / Founding PM

Built and scaled a 0 to 1 B2B2C platform orchestrating onboarding, instruction, mentorship, support, and operations across university programs nationwide.

- Designed an end-to-end lifecycle connecting onboarding, instruction, mentorship, support, intervention, and institutional reporting for approximately 10,000 active learners.
- Built event-triggered Intercom lifecycle automation using academic-performance data, reducing operating costs by approximately 30% in the first quarter after implementation.

Podium Education (continued)
Senior Product Manager / Founding PM

- Led build-vs-buy evaluation and launched tiered support with structured content, routing, QA, and human escalation, reducing repetitive questions by 30-40% and expanding one tier from 12-hour coverage to 24/7.
- Converted early program operations into repeatable workflows, supporting growth from approximately 15 to 100+ partner institutions over two years and contributing to 7x revenue growth in one year.

Sep 2019 – Jan 2021

Los Angeles Metropolitan Area · Remote

Green School
Co-Founder & Chief Product Officer

Co-founded and launched a workforce startup, then pivoted its bootcamp and community online during the pandemic.

- Led 0 to 1 product strategy and launched an online learning platform plus a Slack community for roughly 350 learners, including channel design, onboarding, and direct community management.
- Attracted 500+ sign-ups within 24 hours, converted 70% of eligible applicants, and achieved 80% course completion.

Jun 2015 – Oct 2020

New York, NY

Codecademy
Product Manager

Joined as one of the first 15 hires and second PM, building products and operational systems serving millions of users.

- Designed conversation schemas, event instrumentation, and an intelligent routing API for 10K+ monthly conversations, reducing routing time from about 7 minutes to under 1 minute.
- Instrumented learner events and support workflows that moved 90%+ of support into digital channels, cut response time from hours to seconds, and saved about $1M annually.
- Redesigned onboarding and personalized learning around learner goals and skill levels, contributing to 95% post-trial retention, 85% completion, and 3x lifetime value.
- Built Codecademy's B2B and Enterprise SaaS offering from concept to launch as its first dedicated product manager.
- Co-led Codecademy's first mobile app and later hired and directly managed 1 Product Manager and 2 Project Managers as the product organization expanded.

Aug 2013 – May 2015

New York, NY

General Assembly
Technical Program Manager

Managed instructional operations and learner experience workflows across flagship technical programs during rapid growth.

- Managed performance and UX metrics, trained instructors, and standardized curriculum across 13 markets as New York delivery scaled from 5 to 60+ cohorts.
- Supported 2x year-over-year growth and expanded the course portfolio through the first Visual Design beta launch.

CORE SKILLS

Workflow product strategy | Workflow orchestration | Operational systems | Operational UX | Process and lifecycle automation | Human-in-the-loop systems | 0 to 1 development | Product discovery | Cross-functional delivery

TOOLS & TECH

SQL | Python | AWS | Mixpanel | GA4 | Looker | ChatGPT | Codex | Claude | Cursor | Replit | Intercom | Salesforce | Figma | Miro | Canva | Notion | Zendesk | Customer.io | Tableau | JIRA

EDUCATION

Pace University: BBA, Marketing; Honors, GPA 3.9, top 10% · 2013

General Assembly: Product Management, UX Design, Front End and Back End Web Development · 2013–2015